BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 13: Market Research for a Start-up Business
Learning aim(s)	**A:** Examine types of market research used by start-up businesses to inform decision making
Assignment title	What is market research?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	A local start-up business has heard that you are doing a marketing qualification and have asked you for help. They are having issues with their marketing and have given you some specific marketing objectives they want to achieve.

Task	You decide to write a report exploring the market research methods used by start-up businesses to help support marketing objectives and make decisions. Before writing the report, you will need to research what the marketing objectives are for your chosen business. Then you will undertake an investigation into the types of market research that are used by the start-up business, and how the research helps to meet their marketing objectives. You will need to include an assessment of which market research methods are most appropriate, and the reasons why, in helping the start-up business to meet its marketing objectives. Justify this by explaining how this market research has helped them to make a variety of different decisions and meet their marketing objectives. If appropriate, explain if an alternative method of research would have been more appropriate and why.
Checklist of evidence required	Report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
13/A.D1	Justify the use of selected market research methods in helping to meet marketing objectives and inform supported decision making for a start-up business.
13/A.M1	Assess the appropriateness of different market research methods in helping to meet marketing objectives and inform decision making for a start-up business.
13/A.P1	Explain market research methods used by a selected start-up business to meet set marketing objectives.
Sources of information to support you with this Assignment	**Websites** We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study. We would encourage them to use relevant resources for their local area, such as local employers, newspapers and council websites. www.thebalance.com/market-research-4073996 www.allbusiness.com/the-five-basic-methods-of-market-research-1287-1.html